

676



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18. [decorate](#) : Webster's 1828 Dictionary [[home](#), [info](#)]
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20. [decorate](#) : LookWAYup Translating Dictionary/Thesaurus [[home](#), [info](#)]

- **verb**: award a mark of honor, as a medal, to
- **verb**: make more attractive by adding ornament, colour, etc. (Example: "Decorate the room for the party")
- **verb**: provide with decoration
- **verb**: be beautiful to look at
- Word origin info is available.

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L12: Entry 6 of 9

File: USPT

Oct 19, 1999

DOCUMENT-IDENTIFIER: US 5970471 A

TITLE: Virtual catalog and product presentation method and apparatus

Application Filing Date (1):

19960322

DATE ISSUED (1):

19991019

Brief Summary Text (11):

The present invention also provides the operator with the ability to overlay an image of a product on a desired background. In merchandising, special days are used to help generate interest in a particular product. When advertising products for these special days or seasons, a merchandiser typically generates a flyer having pictures of the merchandise on a background illustrating or representing the particular holiday.

Detailed Description Text (32):

In merchandising, special days are used to help generate interest in products. For instance, Father's Day, Mother's Day, Valentine's Day, Thanksgiving, Christmas, etc. are all used for special product promotions. When advertising products for these special days, the merchandiser typically generates advertisements having themes associated with the particular event. The present invention provides the capability of dynamically applying a background to the image of a product to create an electronic virtual product catalog. Therefore, the background can be changed and dynamically applied to the product images, such as pieces of jewelry, that the retailer wishes to offer as a particular special. The mapping feature in which the product image data is mapped to a particular background scene can be accomplished entirely on the computer 18. In addition, the data related to the image data and background data can be updated and mapped from a vendors computer 12 using the techniques disclosed in U.S. application Ser. No. 07/866,867, which is incorporated herein by reference. Using the concept of a "map" to define the exact way a product image, product information, and a background image are integrated, a desired product presentation image can be generated. In addition, all components of the presentation image can be managed and maintained by a central server such as vendor's computer 12. This allows the vendor's corporate marketing and advertising department to control and manage product presentation at each of its different sales locations efficiently.

US Reference Patent Number (78):

4931929

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Phrases that include **decorate**: [decorate with gold](#), [decorate with heraldic arms](#), [decorate with jewels](#), [decorate with leaves](#), [decorate with ribbons](#)

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1. Document ID: US 6414693 B1

L12: Entry 1 of 9

File: USPT

Jul 2, 2002

US-PAT-NO: 6414693

DOCUMENT-IDENTIFIER: US 6414693 B1

TITLE: System and method for generating computer displays of custom bag designs

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	K/M/C	Draw De
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2. Document ID: US 6344853 B1

L12: Entry 2 of 9

File: USPT

Feb 5, 2002

US-PAT-NO: 6344853

DOCUMENT-IDENTIFIER: US 6344853 B1

TITLE: Method and apparatus for selecting, modifying and superimposing one image on another

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	K/M/C	Draw De
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3. Document ID: US 6304855 B1

L12: Entry 3 of 9

File: USPT

Oct 16, 2001

US-PAT-NO: 6304855

DOCUMENT-IDENTIFIER: US 6304855 B1

TITLE: Computer system for allowing a consumer to purchase packaged goods at home

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	K/M/C	Draw De
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4. Document ID: US 6131088 A

L12: Entry 4 of 9

File: USPT

Oct 10, 2000

US-PAT-NO: 6131088

DOCUMENT-IDENTIFIER: US 6131088 A

TITLE: Electronic catalog system and method

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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5. Document ID: US 6029142 A

L12: Entry 5 of 9

File: USPT

Feb 22, 2000

US-PAT-NO: 6029142

DOCUMENT-IDENTIFIER: US 6029142 A

TITLE: Electronic catalog system and method

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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6. Document ID: US 5970471 A

L12: Entry 6 of 9

File: USPT

Oct 19, 1999

US-PAT-NO: 5970471

DOCUMENT-IDENTIFIER: US 5970471 A

TITLE: Virtual catalog and product presentation method and apparatus

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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7. Document ID: US 4931929 A

L12: Entry 7 of 9

File: USPT

Jun 5, 1990

US-PAT-NO: 4931929

DOCUMENT-IDENTIFIER: US 4931929 A

TITLE: Design component selection computer with specification of product characteristics and of color by machine readable device

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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8. Document ID: US 4359631 A

L12: Entry 8 of 9

File: USPT

Nov 16, 1982

US-PAT-NO: 4359631

DOCUMENT-IDENTIFIER: US 4359631 A

TITLE: Self-service terminal

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw. De
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9. Document ID: US 6414693 B1

L12: Entry 9 of 9

File: DWPI

Jul 2, 2002

DERWENT-ACC-NO: 2002-589031  
DERWENT-WEEK: 200263  
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TITLE: Article appearance customization system in Internet-based product ordering application, manipulates selected graphic image free of boundaries, on image of article

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequences	Attachments	Claims	KWIC	Draw De
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L12: Entry 1 of 9

File: USPT

Jul 2, 2002

DOCUMENT-IDENTIFIER: US 6414693 B1

TITLE: System and method for generating computer displays of custom bag designs

Application Filing Date (1):19991012Brief Summary Text (4):

Bags, portfolios and other items having customized names, logos and other promotional graphics thereon have been available for many years. The process of producing these personalized items typically involves the design of a custom logo, or other graphic design, which is subsequently provided to a specialized manufacturer for application to a pre-existing article (often a bag, portfolio, tote, luggage piece or other item). The graphic can be produced as a sew-on textile patch, a screen-printed design, an adhesive decal or another form of applique. The process of designing and applying a customized graphic to an underlying article is largely labor-intensive and can entail significant costs. Accordingly, several samples of the article, usually bearing differently sized and variably positioned graphics thereon, are initially produced for review by the customer. The customer typically selects one or more of the samples from which a larger production run of customized article(s) occurs. A discriminating large-capacity customer may require several runs of samples before a finalized design is chosen. As noted, substantial labor is required in creating these many samples, and a substantial time period often elapses, before the final production run occurs.

Detailed Description Text (11):

The second block 504 requests a Promotional Products Association International (PPAI) number this is a trade group specifically serving organizations and individuals in the non-profit promotional area. As a default, the block 506 allows the entry of a preassigned account number given to the client by the service operator. Input of a given number instructs the database to create an appropriate entity therein (FIG. 3, step 310). It should be noted that these numbers are specific to the exemplary industry described herein and that other forms of account number information, or a more simplified account number system can be substituted according to an alternate embodiment. A new number, not previously entered in the system, causes a request for information to be produced and downloaded to an e-mail site or mail address of the client. The client is prompted to give appropriate information, which is then processed. Billing information and other statistics relating to the client are stored to create a basic entity assignment in the database. An account number is given to the client by return e-mail or mail and thenceforth, this number is used to identify a particular client. In addition, the system requests that the client enter the number of profiles that it initially wishes to have assigned to it (FIG. 3, step 312).

US Reference Patent Number (1):5880740US Reference Patent Number (6):6144388

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L13: Entry 1 of 2

File: USPT

Oct 16, 2001

US-PAT-NO: 6304855

DOCUMENT-IDENTIFIER: US 6304855 B1

TITLE: Computer system for allowing a consumer to purchase packaged goods at home

DATE-ISSUED: October 16, 2001

## INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Burke; Raymond R.	Bloomington	IN	47408	

APPL-NO: 09/457067    [PALM]

DATE FILED: December 7, 1999

## PARENT-CASE:

This application is a continuation of application Ser. No. 09/205,882, filed Dec. 4, 1998, entitled COMPUTER SYSTEM FOR ALLOWING A CONSUMER TO PURCHASE PACKAGED GOODS AT HOME, now U.S. Pat. No. 6,026,377, which is a continuation of application Ser. No. 08/686,755, filed Jul. 25, 1996, now U.S. Pat. No. 5,848,399, and which is a continuation application of Ser. No. 08/159,335, filed Nov. 30, 1993, abandoned.

INT-CL-ISSUED: [07] G06 F 17/60, H04 N 7/173, G06 K 15/00

US-CL-ISSUED: 705/27; 705/28, 235/383, 235/385, 345/419, 345/429, 345/433

US-CL-CURRENT: 705/27; 235/383, 235/385, 345/419, 345/581, 345/619, 345/660, 705/28

FIELD-OF-CLASSIFICATION-SEARCH: 705/27, 705/26, 705/28, 235/383, 235/385, 235/375, 235/378, 235/376, 345/419, 345/425, 345/429, 345/433, 345/427, 345/352, 345/353, 345/335, 345/962, 345/964, 348/12, 348/13

See application file for complete search history.

## PRIOR-ART-DISCLOSED:

## U.S. PATENT DOCUMENTS

	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>5515268</u>	May 1996	Yoda	705/26
<input type="checkbox"/>	<u>5754938</u>	May 1998	Herz et al.	725/116
<input type="checkbox"/>	<u>5848399</u>	December 1998	Burke	705/27
<input type="checkbox"/>	<u>5930769</u>	July 1999	Rose	705/27
<input type="checkbox"/>	<u>6026377</u>	February 2000	Burke	705/27



## FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	CLASS
40-3149696-A	June 1991	JP	

## OTHER PUBLICATIONS

O'Connor-"Data Superhighway Revolution Will Be Televised . . . Later", San Jose Mercury News, Business Section, Thursday, Jun. 24, 1993, p. 1E.

ART-UNIT: 264

PRIMARY-EXAMINER: Thomas; Joseph

ATTY-AGENT-FIRM: Wolf, Greenfield & Sacks, P.C.

## ABSTRACT:

A system for generating images representative of a store shelf includes a retail space management system for generating information describing product and shelf sizes and locations in three dimensions, and including a code which is unique to each product. The products are typically commodity goods. A product database is used to store images of product packages which are accessible using codes unique to each product. A three-dimensional modeling and display system which takes size and location information from the retail space management system and generates three-dimensional models of each shelf and product and accesses the product database using the codes provided by the retail space management system to obtain images for each product. It generates a display of each product on each shelf by combining the obtained images and the generated three-dimensional models. The consumer may manipulate the display to change what is being viewed, to examine product packages and to purchase products.

56 Claims, 18 Drawing figures

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L13: Entry 1 of 2

File: USPT

Oct 16, 2001

DOCUMENT-IDENTIFIER: US 6304855 B1

TITLE: Computer system for allowing a consumer to purchase packaged goods at home

Application Filing Date (1):

19991207

Detailed Description Text (5):

A database system suitable for use as product database 50 is 1-800-DATABASE, managed by MarketWare Corporation of Norcross, Ga. This database is industry-wide and is supported by three trade associations in the United States of America. Three other databases are also managed currently, however, the image quality on these other databases is lower, and do not include high resolution images of the ingredients portions of packages. One of these databases is the National Product Library (NPL) maintained by Information Resources, Inc. and includes products in the food, health and beauty care areas. The Universal Product Database is similar to NPL and is maintained by Gladson & Associates. A. C. Nielsen also maintains a similar database.

Detailed Description Text (11):

A video display generator 58, part of the shopping service 65, generates a picture 60 which is transmitted to the display 71 of the consumer's access system 64. The picture 60 is similar to a "planogram", which is a visual representation of a store shelf, such as a picture of a shelf with products on it. Advertising and promotion data 57 may also be added to the picture 60 generated by the video display generator 58. Such data 57 may include coupons, special discounts, indications that an item is new, and other promotional information. The products are organized in the picture 60 by category as they would appear on a shelf in an actual store, as will be described in more detail below.

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